

REMARKS

Claims 13, 21 and 23 have been amended, new claims 41-48 have been added and withdrawn claims 1-12, 20, 22 and 24-40 have been canceled. The application now contains claims 13-19, 21, 23 and 41-48. Applicants reserve the right to pursue the original claims and other claims in this application and in other applications.

Claims 21 and 23 stand rejected under 35 U.S.C. § 101. The rejection is respectfully traversed. Claims 21 and 23 have been amended pursuant to the recommendations provided by the Examiner. Accordingly, Applicants respectfully submit that the rejection should be withdrawn and the claims allowed.

Claims 13, 15-19, 21 and 23 stand rejected under 35 U.S.C. § 102(e) as being anticipated by Linden, U.S. Patent no. 6,266,649. The rejection is respectfully traversed.

Claim 13 recites an item recommending system for recommending a related item at the time of purchasing a purchase item. The system comprises "a client database which stores at least client information representing attribution of clients including personal users and corporation users, possessed item information representing items possessed by each of the clients, and recommendable item information representing items to be recommended to each of the clients." In addition, the system also comprises "a client specifier which specifies a client concern based on the client information." The system also comprises a related information storing memory; a possessed item extractor; a related item extractor; and a recommendation section.

Applicants respectfully submit, that Linden fails to disclose the claimed invention. Linden, by contrast, merely discloses purchases by personal users. The claimed invention, on the other hand, features safer online shopping for corporation users. In addition, although Linden arguably discloses a recommendation function, the

claimed invention features a database including recommendation information that has been prepared previously – something Linden does not disclose. Accordingly, claim 13 is allowable over Linden.

Claims 15-19 depend from claim 13 and are allowable along with claim 13.

Claim 21 recites an item recommending method via a computer network. The method comprises “defining relationship information in a database, representing relationship among a plurality of items; storing client information representing at least attribution of clients including personal users and corporation users, items possessed by each of the clients, and recommendable items to be recommended to each of the clients; accepting access via the computer network by a client, and specifying the client based on the client information; specifying items possessed by the specified client based on the client information; determining, based on said relationship information, items related to the specified possessed items; and offering the determined related items to said specified client via the computer network.”

Claim 23 recites a program for controlling a computer. According to claim 23, the computer performs the acts of “specifying a client concern based on client information representing at least attribution of each client and items possessed by each client stored in a client database; specifying items possessed by the specified client based on the client information in said client database; specifying items relating to the specified items possessed by the specified client based on related item information representing relationship among a plurality of items stored in a related item database, preparing information representing at least the specified related items; and outputting the prepared information for recommending the purchase of the related item to the client.”

Accordingly, for at least the reasons set forth above with respect to claim 13, claims 21 and 23 are allowable over Linden. The rejection should be withdrawn and the claims allowed.

Claim 14 stands rejected under 35 U.S.C. § 103(a) as being unpatentable over Linden in view of Puri, U.S. Patent no. 6,064,982. The rejection is respectfully traversed. Claim 14 depends from claim 13 and is believed to be allowable for at least the reasons set forth above with respect to claim 13. Accordingly, Applicants respectfully submit that the rejection should be withdrawn and claim 14 allowed.

New claims 41-48 have been added and are believed to be allowable over the cited references.

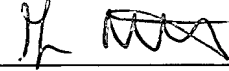
In addition, Applicants submit that the claimed inventions are allowable for at least the following reasons. The invention allows for multiple ways for members to register. For example, one way allows a user to purchase the items after the user registration is completed while a second technique allows the user to register user information when the user purchase the items.

The claimed invention accepts both personal users and corporation users. The claimed system requires the corporation users to register a corporation ID and personal ID of people in charge (for example, persons in the general affairs department or purchase department). The personal ID is assigned to each of the persons in charge, including an individual password, and is associated with the corporation ID assigned to a business entity to which those persons belong. The system requires the corporation users to enter both the corporation ID and his/her personal ID to log in. This prevents illegal access and/or purchases by others. Furthermore, the claimed inventions provides an online shopping site having various routes by which a user find desired items.

In view of the above amendment, applicant believes the pending application is in condition for allowance.

Dated: April 18, 2005

Respectfully submitted,

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